FAMOUS PLAYERS THEATRES'

NATIONAL Ballyhoo

COMPILED AND EDITED BY DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

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A MERRY MERRY CHRISTMAS

This is indeed a wondrous time of year ... Folks the whole world over ... men of all creeds and faiths ... of all nationalities and racial origins, cast aside their inhibitions and pause, even though for only a brief moment, to seek Divine guidance and to contemplate on their past, the present, and the future to be. During this season at least, the Brotherhood of Man under the Fatherhood of God, has become a reality.

Most of us within Famous Players are old friends who have lived together and worked together through many, many years. Your friendship ... your cooperation ... your loyalty have helped us, encouraged us, and guided us over all these long years ... We treasure the many pleasant memories of the past, which each and every one of you has helped to create and to maintain.

At this Christmas season we want to wish you and your families everything that is good in life ... all that you could possibly wish for yourselves ... Happiness and success, and of course the best of health. We pray that we may all be together next Christmas and for many, many Christmases to come. We hope that our friendship continues far into the mysteries of the impenetrable future.

We hope that you spend a very joyous holiday. In the immortal words of Dickens' lovably Tiny Tim ... "A Very Merry Christmas, and God Bless Us Every One."

John Fitzgibbons.

FAMOUS PLAYERS CANADIAN CORPORATION 1200 ROYAL BANK BLDG., TORONTO

OUR PRIZE WINNERS

Our prize awards committee at a sitting a few days ago, spent nearly two hours going over the many excellent entries, and came up with the following selections. There were some tough choices to make ... but, the final decisions were completely unanimous, and represent the very finest in all around Showmanship over our entire circuit.

Congratulations winners ... and the same goes for all of you who tried. Keep sluggin' and keep feeding me material. Prize cheques will be in the mails in good time for Christmas enjoyment. Now let's take a look at the results.

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$50.00 - BILL BURKE of the Capitol in Brantford, for the best all around effort, with special emphasis on BRIDEY MURPHY, LOVE ME TENDER, a terrific newsboys deal, etc. etc.

35.00 - LEN BISHOP, head man at Toronto's Sheas ... for magnificent P.R. through his special treat for the aged of Toronto, and the grand job he did on his United Appeal talent shows.

35.00 - IVAN (THE ACK) ACKERY who hangs his hat - when he has time - at the Orpheum in Vancouver ... A great tie-up with the B.C. Fur Association, terrific WAR AND PEACE coverage, and two or three special deals previously reported.

25.00 - ZARA ELLWOOD the personable lass who guides the destinies of the Capitol in St. Thomas, for her skilful and enthusiastic selling of everything that hits her screen.

25.00 - FREEMAN SKINNER gets two bits for the masterly way in which he handled his ELMER deal, and his cashing in on local headlines in connection with a swim marathon. Incidentally, Freeman is top dog at the Paramount in Halifax.

25.00 - HILARY HOWES house manager of the Capitol in Halifax, for a truly fine job of selling MOBY DICK, with terrific newspaper cooperation.

25.00 - DOUG MICKLEBORO, very capable assistant at the Tivoli in Hamilton, who on his own conducted as fine a campaign on MOBY DICK as I have yet seen.

25.00 - WALT BENNETT of the Capitol in Vernon, B.C. for his grand 'Miss Vernon' promotion ... and his skill ... with results, in selling loads of books of Famous Players tickets.

25.00 - HARRY WILSON helmsman of the Capitol in Chatham, for one of the finest selling jobs on RICHARD lll we have been privileged to see. Did business too.

PRIZES (CONT'D)

$25.00 - JACK MAHON hustling manager of the Orpheum in Prince Albert for terrific all around selling, particularly on MAN WHO KNEW TOO MUCH, and for his quick thinking in cashing in on a falling meteor in the P.A. area.

25.00 - EDDIE LAMOUREUX, genial maestro of the Palace in Windsor for his promotion of a terrific stage radio broadcast, and his very masterly handling of his confection bar.

15.00 - DON EDWARDS of the Tivoli in Hamilton, for his truly fine coverage of WAR AND PEACE.

15.00 - DOUG SHACKLEFORD out at the Paramount in Lethbridge, for his fast thinking in tying in a Ford dealer to help sell SOLID GOLD CADILLAC.

15.00 - JACK HEAPS that young hustler at the Metropolitan in Regina, for a fine promotion with his local Safeway Stores to help sell SONG OF THE SOUTH.

15.00 - LEN TUROLDO at the Capitol in Brandon wins his prize for an excellent selling job when he played THE LONE RANGER.

15.00 - BOB NELSON formerly of the Broadway and now at the Palace in Timmins, for the terrific job he did on the 'Miss Timmins' beauty contest. Loads of excellent P.R. for his theatre.

10.00 - MURRAY SUMMERVILLE, who in the first couple of weeks as manager of the Algoma in the Soo, came up with a swell full-page newspaper co-op on HIGH SOCIETY.

10.00 - FRANK SABATINI of the Lake in Fort William, for a well planned 'Back to School' party which had the kids fighting to get in.

10.00 - GORDON CARSON of the Fort in Fort William for the same reason as Frank got his. These two lads are a fine example of complete co-operation when it comes to selling their shows.

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Well ... that's the list fellows, and again I say, congratulations to all of you, and thanks again for your consistent support of our BALLYHOO. There were many other fine entries, but ... not everyone can come out on top, and some have to be satisfied with an 'Honorary mention'...

Keep feedin' me copy guys ... and there'll be more ... many more prizes headin' your way. Happy BALLYHOOIN'.

HOW IMPORTANT IS SERVICE?

Everybody demands good service these days ... We're in a buyer's market, and we must accept that fact. Whether you're selling groceries, or cars or motion pictures ... your product alone is not enough to get potential customers into your place of business. You've got to cater to folks' comfort ... they expect it, and if you don't provide them with it ... well, THEY'LL GO SOMEWHERE ELSE.

Ted Doney sends along copy of an editorial which appeared in the Guelph Mercury recently ... and it's worth mulling over a little. Ted thought so much of it that he insisted that every one on his staff read it ... Here it is, in case you'd like to do the same.

It's headed RENDERING GOOD SERVICE, and goes like this:

"Good service is the product of good management. It is rendered courteously and without delay. It involves neatness and efficiency. It guarantees full value for the charge made.

When people discover a place where good service is rendered they are greatly pleased. It makes up for many previous disappointments. It gives them a new faith in their fellow men. They rejoice that at last they have found an answer to a crying need.

They become regular patrons. They get the habit of going to enjoy the service when they could save money by staying at home. They ease their consciences by arguing that on the occasions when service is good it ought to be encouraged. They figure out that they can economize in other ways.

When persons run on an instance of good service they do not keep it to themselves. They share the good news with their friends. They supply them with the address where the service is rendered and make sure they write it down. Or they personally conduct them to the place to give them an introduction.

In engaging in conversation they skilfully turn it on the direction of good service, remark on how hard it is to find in these days of full employment. Then, after the stage has been set, they announce the good service they have discovered. They emphasize that nowhere else that they know of can people get so much for their money.

How sad that, after they have spread the news of the good service far and wide, one day they go to enjoy it and are greeted by the management, who, with a shake of the head make the announcement that 'We are sorry, but we have had to raise the price."

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Well ... there's a lot of good, common sense in the above editorial. I think we ought to study it again, very carefully ... and then try to figure out if maybe ... they could be talking about us?

Let your staff read it, guys ... and maybe make it the occasion for a little person-to-person chat ... on the importance of good service. Thanks Ted, for sending it along.

BOOKS OF F.P. TICKETS

You can't sell any commodity, and that includes our own stock in trade, if you don't really try. Nothing sells itself ... as many businesses which are now only a memory, had discovered. To stay in business, we have to sell tickets. The proceeds pay for our film, our rent, light, heat, services ... and a return on the invested capital. They also pay our salaries.

We have carried many stories of ticket-selling activities in these pages. Have you picked any of them up in your town? Here's another one ... a good one, from Walter Bennett of the Capitol in Vernon. Chew on it a little, huh?

A friend of Walt's ... in the car business was really crying the blues. He just wasn't selling any used cars ... and that was all that Walt needed. He went to work on him, and sold him the idea of offering books of our tickets as premiums on the sale of every used car.

The dealer thought it over, and a couple of days later held a meeting with Walter and his Sales Manager. Walt must have been very convincing ... the upshot of the deal was that the dealer broke with a large newspaper ad offering five books of tickets with every car sold under $500.00, and ten books for every car over that amount. This was on a four day blitz basis.

In the four days they purchased from Walter $369.00 worth of books of tickets ... and were so pleased with the results that they want a repeat at an early date.

Well, like I said ... If you don't try, you just don't git. Nice going Walt ... and maybe some of our other lads will follow through now, and start really moving some of their stock.

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THEATRE RENTALS

This is the time of year when accomodation for large parties of children, employees etc. is at a premium. This is the time for Christmas parties and celebrations of all kinds. This is the time for you to really cash in on the value of your theatre in your community. So ... how many rentals did you get this week?

Bill Burke knocked off $650.00 in rentals this week, for three seperate parties ... Les Mitchell, in Welland netted himself a like amount, and is only sorry that there aren't more days in the week. As a matter of fact, on one day he rented his theatre twice, even though it meant delaying his regular matinee by an hour.

It may be too late for you to do anything about this now, but it may interest you to know that Les had his contracts signed A YEAR AGO. That's what I call concentrated selling.

Go after this profitable business, guys ... and go to work on it immediately after the first of the year. Don't wait until the last minute and then find that somebody else had beaten you to the punch.

FRONT LIGHTING

I happened to be passing through a town the other day ... it was about four in the afternoon, very dark and murky. The shops along the main drag were all lighted up ... but our theatre ... well, if I hadn't known it was there I'd have had a tough time finding it. Not a light on the entire front. The reason? The doorman had a lighting schedule, and it distinctly said that the lights were to go on at 5.30 ...

Let's be sensible, fellows. It gets dark pretty early these days, and schedules have to be rearranged frequently ... As a matter of fact, you can't go by a schedule. When it gets dark, your lights must go on, regardless of the time. Sure ... I know I'm always talking about economy in operation ... but I'm also continually talking about selling tickets, and you can't possibly sell tickets if your potential customers don't know that there's a theatre in sight.

Your front is your showcase. Keep it attractive, and keep it well lighted. If old Sol won't do it for you ... then you have no choice but to let Hydro do the job. O.K.?

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PRESLEY PHOTOS

We've now had some experience with the Elvis Presley pic, LOVE ME TENDER, and I can't overemphasize the importance of bribing the kids to leave the theatre after they had seen a complete show ... or even two. If you don't ... they'll sit there all day.

The best way is through the use of the Elvis Presley fotos which Jimmy Nairn wrote you about. They cost you a little under two cents each laid down in your theatre and are an effective means of clearing the house. Offer them to the kids on THEIR WAY OUT.

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BOX OFFICE CLOSING

In glancing over a number of recent investigators' reports, one fault common to many theatres comes to my attention.

It appears that regardless of the time your last feature goes on at night, the practice seems to be to close your box office sharp at 9.30. I don't know how this trend started ... certainly no instructions had ever been issued to that effect, and I seem to remember that at one time no box office ever closed before ten P.M. and later, if the business warranted it.

You're losing customers by closing early, fellows ... We know it from reports reaching us. Let's use some common sense in determining when we should close shop for the night ... certainly not before 9.45, and later than that if your last feature goes on later than that.

How about it, eh? Give it a try.

PROTECT YOUR BOX OFFICE

Every once in a while there is an outbreak of hold-ups, and quite often we suffer fairly sizeable losses. These can be avoided if you will conscientiously follow the instructions sent out by Roly Darby at frequent intervals during the year. Clear your box office of all cash several times during the evening... and don't wait for the cashier to buzz you. It is YOUR responsibility just as much as it is hers. I like the letter which George Arnott sent out to the managers in the Montreal area ... Just pretend that it had your name on it ...

"Please issue WRITTEN instructions to your cashiers ... (a) that they must not display their paper money, and (b) that they must let you know when they have surplus cash so that you can pick it up from the box-office. Send a copy of these instructions to me."

"Giving these instructions in writing to the cashiers does not place ALL the responsibility on their shoulders. It is still YOUR responsibility to see that your instructions are carried out."

"This means that if a cashier does not call you to clear her surplus cash, YOU SHOULD CALL HER."

How much plainer can it be, fellows? We may not be able to stop hold-ups ... but we can certainly do much to discourage them, by making it a very unprofitable venture.

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THE BURNING HILLS

Here is a really fine Western, which the authors of the press books have really boluxed up. Ted Doney was really mad when he saw the ads ... loaded with sex ... and completely misrepresenting the actual content of the picture. He refused to use them, and made up some of his own, stressing the Western angle, and telling his readers that it WAS a Western, and a good one.

As a result, Ted played to his biggest Friday and Saturday grosses in a long time... in spite of the fact that as opposition he had TEA AND SYMPATHY in one house, and REACH FOR THE SKY in the other.

Good advertising is very important to us in this business. Let's keep it honest too, huh? If Ted hadn't checked, he never would have known until after the picture opened, and then it would have been too late. Do YOU know what your pictures are all about in advance? You should ... and there's plenty of information on all of them in the trade magazines you receive each week.

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SPECIAL MATINEES

Hope you haven't forgotten to include a couple of special cartoon shows for the small fry during the festive season. Well, did you?

OUR DRUMBEATERS CORNER

Some of the drumbeats in recent weeks have been somewhat muffled, punctuated by a great big silence ... Others, I am very glad to report have come through loud and clear. I can't do anything about the muted signals ... except to assume perhaps that the reason is simply a lack of selling activity ... for reasons best known to yourselves. The others ... our 'steadies' will be reported in detail in the following pages.

We think that we know the answers ... well, some of them, at this end ... Naturally, we can't all be playing WAR AND PEACE ... GIANT ... OKLAHOMA ... etc. and our product during the past few weeks has been a little on the weak side. Also ... Christmas is fast approaching, and that means a dip in normal grosses. We know all that ... but we also know that when the going gets a little rough, that is the time to pull up those old jeans and really give 'em both barrels ... promotion-wise. The smart showman welcomes a real challenge... it gives him a chance to show what he really can do, under pressure. Let's all be smart showmen ... and let's prove again, as we so often have in the past, that neither time nor product nor any combination of negative influences can curb our natural instincts for selling with Showmanship.

Let's get together fellows ... and let's beat those old drums long and loud ... it's a habit that grows on you. And ... you'll feel all the better for knowing that you have made an honest effort. How about it, huh?

Now let's take a peek at some of our entries during the past four or five weeks.

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ORPHEUM - PRINCE ALBERT

Jack Mahon has a penchant for cashing in on local events ... maybe that's why he gets so much unusual FREE newspaper and radio coverage. This time he cashed in on a sporting event of international significance ... the World Series.

Jack was playing THE STRATTON STORY ... so what more natural than to garb his staff in baseball uniforms? That's exactly what our boy did ... one week in advance and during the engagement. In addition he had small signs - in the form of a baseball bat - made up as a part of the uniform, and on the back of the blouse, another sign announcing his playdates.

On the Saturday preceeding his opening, Jack had the local Little League Baseball team in full uniform parade the streets in single file, each member carrying one letter of the name STRATTON STORY ... A young lad wearing a sandwich board followed in their wake, just to make sure the meaning was not lost.

Incidentally ... the newspaper and radio lads were most generous in their coverage ... tying in the stunt with the current World Series games.

METROPOLITAN - REGINA

Jack invited the principals and teaching staffs of every Public and Seperate school and High School in the Regina area to special screening of RICHARD lll ... and ninety percent of them showed up.Reaction was excellent, and they followed through with special announcements to their student bodies endorsing the film. Jack has several letters on file from leading educationists, congratulating our Company for making films of this type available to the public.

When SONG OF THE SOUTH came along, Jack was a bit worried, as in the past he hadn't been too successful with Disney features. But, he didn't toss in the towel ... instead, he really went to work on the deal. After a lot of fast talking, he sold the local Safeway stores a bill of goods ... and his theatre for a Satayem showing. The store took a good sized ad in the local daily, publicizing this free show for the small fry, and of course the pic at the Met. Not only did Jack get a pretty fair rental ... but unloaded something like two hundred bucks' worth of confections. Safeway also plugged this show on all of their morning radio programs for one full week.

Just goes to show that where there's a will there's a way.... and Jack wound up the week on the credit side of the ledger. Nice going ... and keep slugging.

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ROYAL - VICTORIA

Cliff Denham sends in an account of his selling activities in behalf of WAR AND PEACE ... and, sounds good.

First Cliff tied up the Bantam Book distributors ... and got himself three excellent windows in town ... All of their trucks well bannered during the engagement, and good plugs - paid for by Bantam - over both C K D A and C J V I.

Six good displays were spotted by the local Eaton store in various sections of the store, tying in W and P with their advance patterns.

Special window displays ... and I do mean SPECIAL, were obtained by Cliff in nine of the town's best down town locations ... These were not just window cards spotted in a corner of the window, but full-scale displays, featuring the stores' products, one-sheets, stills and special displays.

The participating merchants were ... F.W. Woolworth, McEwens, The Shrubbery, B.C.Sound Record Shop, Fashion Cleaners, Murdoch Girard, Ten-O-Two Coffee Shop, Lew's B.A. Station and Hebden Quance. All were very happy with the arrangement ... and didn't cost Cliff a dime, outside of the material he provided.

Both local radio stations came through with free spots and reviews ... and both dailies were generous in their praise of the pic, and proved it with good stories in their pages.

Which just goes to prove that you don't have to be in a Metropolitan area to properly sell your product ... Nice going Cliff.

CAPITOL - EDMONTON

I've got a report from Bert Wiber on his WAR AND PEACE activities ... and our lad, with Jimmy Cameron's co-operation really did a bang-up job.

The Hudsons Bay Company devoted all of their Jasper Avenue windows, for the duration of the engagement, to the Empire Elegance trend in gowns, with loads of theatre display material interspersed. They did the same thing in their 'Fashion Aisle' inside the store. In addition, the Bay presented a very successful fashion parade on the Capitol stage on opening night, with professional models displaying the exclusive gowns ... Went over big. Hudson Bay's 15 minute T.V. program on the day before opening was devoted exclusively to WAR AND PEACE ... and of course, they sold a few frocks too.

The French newspaper in town ran a dandy editorial, after the editor and publisher had seen the pic on opening night. They also ran the Countess Tolstoy - J.J. Fitzgibbons interview, plus pictorial coverage.

Interviews were set up for Jimmy Cameron on C H E D...C J C A and also the local T.V. station, and Bert tells us that James was tres magnifique ... really got the show on the road. The 1812 Overture was spotted on all longhair programs on the Sunday before opening, on all four local radio stations ... with, but of course, good plugs for theatre and pic. The Edmonton Symphony Society revised their schedule so that the same overture could be featured during the running of WAR AND PEACE.

The local Bantam Book distributors bannered all of their trucks a week before the pic opened, and arranged for good window and counter displays in about twenty of their outlets. The Remington people arranged good window displays with two of their dealers, and in their own showrooms. The Marvel Beauty Salon went for a 200 line co-op ad, featuring the Natasha hair-do.

I'd say this was pretty thorough coverage ... thanks to Bert and Jimmy Cameron. Business? Excellent ... but natch.

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CAPITOL - SUDBURY

The Sudbury Star is a tough nut to crack ... but Bert Brown, when he visited there to set up the WAR AND PEACE advance, was able to fastalk the managing editor into spotting a four column battle scene in the Saturday edition. Another scene appeared in support of the holdover.

Jeff set up good window displays with Wolfe's book store ... Melody Music Store ... Hollywood Dress Shoppe ... and Morse Credit Jewellers. Wolfe's also came through with a single column co-op pushing copies of the book, with theatre credits.

C K S O played ball, and kicked in half a dozen free plugs on several of their musical programs. The T.V. outlet really went tough on us, but agreed to interview Bert on one of their programs, and I leave it to you to guess what Bert talked about.

TIVOLI - HAMILTON

Don sends along what looks like a very impressive selling campaign on his engagement of WAR AND PEACE ... and ... business was good ... Let's see why.

Three weeks in advance of his opening Don began to plant scenes in the local Spectator, and the weekly Review. These ranged from two column size to giant five column pics ... all with lengthy descriptive stories. All told, sez Don, 38 full columns of scenes appeared, and we'll just have to take his word for it ... I ain't gonna start measuring them now. Pretty good newspaper coverage, I'd say ... no?

On the day after opening, the Spec reviewer devoted his entire column to a very favourable review ... and followed up with daily mentions during the entire run. The Review also came through with a total of eight stories.

A new English screen was installed in the Tivoli, just in time for WAR AND PEACE ... and Don didn't argue when it was suggested that this screen was brought in especially for this attraction ... This also netted him a little publicity in the local press.

Radio wasn't overlooked ... not by a long shot. Three weeks in advance, C K O C began plugging and didn't let up until the pic completed its run. Highlight of the radio activities was the playing in its entirely of the 45 minute sound track recording on a Sunday afternoon ... and I understand that our good friend Bill Cranston pulled another program just to make room for it. Thanks Willie.

O'Brien News Agency bannered all their trucks with 22 x 28's provided by Curtis Publications, and naturally imprinted with good theatre credits. In addition they produced 250 special flyers which were mailed to all their dealers in the area, and placed an additional 30 1-sheets in stores throughout the city. A number of good window displays were also arranged.

As mentioned previously ... business was good, and get this ... A normal week nets Don around $30.00 at his drink fountain. During WAR AND PEACE this figure went up to $300.00 per week ... yes, that's what I said ... three hundred smackeroos. So ... watch your drinks fellows ... and prepare well in advance.

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BELLE - BELLEVILLE

At this time of the year George Forhan concentrates on the sale of Books of F.P. tickets ... and really works at it. Those who were at the Niagara Falls meetings will no doubt remember his "NO MILK-NO BREAD" cards, for the use of householders ... said cards containing good Book ticket sales copy to act as a constant reminder to the housewives.

In addition, George took a little time out to send personal letters to a couple of hundred local merchants and businessmen ... He sure keeps hammering at them ... and can't help but wind up at least ahead of last year.

CAPITOL - CALGARY

Ralph's sure in there pitchin' ... and is one of our most consistent contributors. I have a stack of stuff from him, accumulated over the past several weeks... so let's see if we can't boil it down to a quick general account of his activities.

For RICHARD lll, Ralph started the ball rolling with a special screening for members of radio, press, Board of Education, local Arts center and the Dramatic group. As a direct result, Mr. Basil Dean, managing editor of the Herald came through with an exceptionally fine editorial in Saturday's paper ... with the opening on Monday. Also ... the curator of the local Arts Center, featured on his daily hour-long classical radio program, fifteen minutes of RICHARD lll, using as his theme excerpts from R.C.A.Victor's fine sound track album.

The local Hudson's Bay and various music stores throughout the city came through with generous window space, tying in the album. All members of the Little Theatre group were personally advised of the engagement. The Arts Center listed RICHARD lll as a November 'must' in their special monthly calendar. In addition to the above, Ralph produced his own radio show, using special sound effects, and incorporating the excellent critics' reviews the picture received.

When he played BEST THINGS IN LIFE ARE FREE, Ralph was able to get the librarian of the local radio station to set up music from the pic on no fewer than 30 individual programs ... at no cost.

To encourage juve trade, Ralph uses, instead of the routine star photos, small cards bearing on one side picture of an unusual automobile, and on the reverse, description and history of same ... He hands out two with each purchase of corn, and at special morning matinees ... and the kids love 'em. Prizes for complete sets, of course. The only thing Ralph doesn't tell me is where he gets them, but from the imprint on the back I assume that he promotes them from the Quaker Oats Company. Sounds like a good deal ... maybe you can duplicate it ... and if the cards are for free ... well, what have you got to lose?

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SHEA'S-TORONTO

Len's been doing a terrific job of selling ... and has promised me a complete report of his activities ... which to date are still in transit. However, I do know of one deal, and it's a good one, he promoted on BEST THINGS IN LIFE ARE FREE ...

Len brought Tip Top Tailors into the picture ... and got them to go for NINE made to measure suits ... these to be presented to the deejay at each radio station giving the pic the best coverage, and also as prizes to listeners participating in a simple contest.

Natch ... the deejays went all out, and the airwaves were saturated with musical selections from the picture, with excellent theatre credits.

So ... where's the rest of that stuff Len, huh?

ORPHEUM - VANCOUVER

Got a campaign book on WAR AND PEACE from our old friend, Vancouver's leading prestigiditator ... yipe ... and I do mean Ivan Ackery ... and it's a pip. Let's take a look-see, and maybe learn a lesson or two in salesmanship and Showmandizing ...

In the way of newspaper coverage, I see a beautiful, half-page colour scene on the front page, third section in the Vancouver Sun ... A full co-op page, with a giant banner heading in the Province, and another full page co-op, containing stories and reviews in the Sun ... Not bad, huh?

A terrific banner ... 45' x 10' stretched across Vancouver's busiest intersection ... Lobby radio interviews on opening night ... with comments broadcast over C J O R four times. Members of the local Western Art Circle were induced to use the lobby as a studio, and for four weeks in advance spent many hours daily painting scenes from the Pic. Aroused much interest in the picture.

A huge book, loaded with stills made the rounds of the city for weeks in advance of the opening. Special display ads in local Chinese and Italian papers ... Full-size 24-sheet pasted down on the floor of the lobby ...

Excellent co-op ads in both newspapers, tying in the Natasha hair-do ... Record albums ... Furs and jewellery. Incidentally, all of Ack's gal staff members wore the Natasha hair-do during the engagement.

61 local dealers competed in a contest with prizes for the best dressed windows ... in cooperation with the Bantam Book people. Confection back-bar decorated with a huge WAR AND PEACE display ... and a terrific false front.

Incidentally ... the pic did outstanding business ... and no wonder ... Not a single avenue of advertising or promotion was overlooked. And ... don't forget your extra drink dispensers ... Lots of extra moolah hidden in those gallon jugs.

So much for WAR AND PEACE. A couple of weeks later, Ack came through with GIANT, which enjoyed several weeks of good biz. To help the second week, Ivan invited everybody over 6'8" to be his guests, and the Herald played this up, and threw in a good three col. pic plus an excellent story. Radio and T.V. also picked it up and were generous in their mention.

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PARAMOUNT - HALIFAX

Freeman's new series of ELMER parties got off to a flying start, with a half page of pictures, stories etc. in the Mail-Star. The two radio stations came through with numerous plugs, and the Halifax schools are solidly behind the whole deal.

The Junior Board of Trade climbed on the band wagon, and put up a second bicycle to be used for the winners in the finals. Keep us posted on the progress of your ELMER parties, Freeman, and pass along any new gimmicks you happen to come up with ... eh?

PARAMOUNT - EDMONTON

Well ... seems that Bill Wilson's emporium was selected as the testing ground for a reissue of THE THIRD MAN, and Willie, with the aid of Sammy Glasier, Fox's Canadian exploiteer, really went to town on it.

They promoted dozens of good gifts from down town merchants and sent a 'Third Man' to roam the streets. He wore a red rose to be more easily identifiable. The local Journal, and radio stations cooperated by carrying stories of this wanderer, and anybody able to identify him was awarded one of the prizes. Each of the participating merchants also devoted window space to this tie-up, and in return, Bill came through with small displays in his lobby. Of course the radio lads saturated the airwaves with the Third Man Theme during the engagement.

Station C H L D worked a cute and very novel gimmick ... Seems that they have a cruiser car, and every morning it would be out on the street broadcasting ... something like this ..."If that blue car ahead of us, license number HG939 is listening to this station would the driver kindly honk his horn?" If he did so, he would be asked to pull over ... the cruiser would park behind him, the lads would thank him for listening, and award him a ducat to see, of course, THE THIRD MAN. Sounds like a terrific gag ... How about it in YOUR town, huh?

In addition to the above, one hundred special display cards were spotted in strategic spots throughout the city a week before the engagement opened, also several good window displays. Announcers at the stock car races gave out with good plugs over their P.A.

Keep slugging Bill ... and fella, we don't hear from you nearly enough ... how about it?

.x.x.x.x.x.

CAPITOL - ST. THOMAS

Zara Ellwood was playing BUS STOP, and she promoted herself quite a deal ... First of all, one week in advance she obtained the use of the window in the Crystal Grill, right down town, for a display ... and placed in it a replica set showing Gracie's Diner, the BUS STOP etc. complete with miniature figures mounted on cardboard and a toy bus. An unusual and very effective window.

Merlin Motors went all the way and plugged the show on all of their radio programs ... PLUS ... a special newspaper ad, three columns wide by the full length of the page, with a large banner heading, 'STOP ... bring that old BUS to ... etc.etc.' An extra large scene from the pic dominated the body of the ad. This is as fine a co-op as I have seen in a long time Zara ... and congratulations on a splendid job. Incidentally ... Zara didn't get it for free ...oh no... she offered a ducat to the first 25 purchasers of a car during the engagement of BUS STOP. I'd say that's a pretty good deal.

You may be a newcomer to this business Zara, but you're sure giving some of the old timers a run for their money ... Keep up the good work.

VICTORY - TIMMINS

Nice to hear from you Jack ... but it's far too long between notes. Jack had REACH FOR THE SKY booked, and went to work on it well in advance ... Jack has a personal half hour program, daily over C F C L so natch ... for one full week he loaded it with plugs for his pic.

He contacted the R.C.A.F. and arranged for them to send some CF-100 aircraft from their nearest base - North Bay - to do their stuff in the air over Timmins ... and on Saturday afternoon, yet ... which was his opening day. The local Air Cadets paraded to the theatre and put on a ten minute demonstration before entering as Jack's guests.

The R.C.A.F. sent in a recruiting team who put in an excellent lobby display, and sat around chatting with customers. The Daily Press came through with good stories and a pic in their local news column.

Since the pic opened on the day before Armistice Day, Jack arranged to plant some good display material at several halls where Armistice dances were being held.

.x.x.x.x.x.

PARAMOUNT - LETHBRIDGE

Nice to hear from you Doug ... and now that you've broken the ice ... hop right in, huh? The water's nice and warm.

Doug had SOLID GOLD CADILLAC booked, and had his local Caddy dealer worked up to such a pitch the guy couldn't wait to get going... but, as things often do, everything went wrong ... and the deal had to be called off on account of no Caddies in stock ... oh my!

Doug didn't just bury his head in the sand ... or maybe I should say snow, seeing as where he's situated. He immediately ... and brother, did he have to work fast ... got hold of the local Ford dealer who had just received his first shipment of '57 Meteors ... They put a brand new one on display in the theatre lobby ... for which Doug received a $50.00 rental ... and the dealer not only loaded the local press with good copy, but bought time on radio ... and get this ... he loaded his Sunday program on T.V. which immediately follows the Ed Sullivan show with SOLID GOLD CADILLAC gab ... not bad I'd say.

Doug figures it thisaway ... He got a $50.00 rental, plus over one hundred bucks worth of newspaper, radio and T.V. coverage; and in Lethbridge, that ain't no cinch at the best of times. And did it help business? ... well, let's put it this way ... CADILLAC played to over 15,000 customers, so Doug's happy ... as for the car dealer ... he wants a repeat any time Doug sez so.

When he played REACH FOR THE SKY, Doug enlisted the support of the local R.C.A.F. unit who provided him with a spectacular lobby display ... The Air Cadets paraded to the theatre in full dress, and made the columns of the local daily, also the radio newscasts. Doug used part of his appropriation for T.V. time which he tells me really paid off handsomely.

CAPITOL - BRANTFORD

One thing for sure ... I can always rely on that guy Burke to keep my typewriter sizzling ... and the beauty of it is that all of his stuff is good, and designed to sell tickets. I have several campaigns from Bill on my desk ... but at this time will concentrate on the selling job he did on LOVE ME TENDER. Bill knew it was a 'natural' but that didn't stop him from really going after it, and adding substantially to his 'take'.

Bill's radio coverage was fantastic ... starting from as far back as the middle of October. Every deejay in the studio plugged the pic with a 'coming soon to your Capitol' every time a Presley record was spun ... and on opening night, they made a tape of the screams which resulted from Elvis' gyrations, and during the entire run, every time they played a Presley recording it would be accompanied by the tape with a suitable explanation.

His newspaper deal? Well, I've never seen anything quite like it ... Bill sold a local appliance dealer the idea of taking a FULL PAGE in the Expositor ... and what did the copy consist of? Well ... I see a full page cut of Presley, with 72 point type announcing the pic, theatre and playdate ... on the day before opening. The rest of the page ... very well laid out ... is all, well ... nearly all, theatre copy, with the dealer's name in a box at the bottom of the page. One of the neatest promotions I've seen, and fellows ... the full page cut is available to you ... for a small rental fee to help pay Bill's cost. If interested, contact Bill Burke, and he'll send you the cut or a mat.

The special front Bill erected was a beauty ... even though by the time I saw it, every photo of Presley, and every reference to him was smudged with lipstick marks. It DID SELL TICKETS.

Bill's coverage must have been good, as a survey conducted by the lads on the newspaper revealed that more than 50% of the people in the line-ups ... yes, there were lineups, long, long ones, were from out of town ... as far away as fifty miles. That's really sump'n ... and shows what Press and Radio can do for you.

As for handling the over-exuberant juves ... Bill tells me that it is very important to have a policeman in uniform on duty just for the moral effect, and he had no trouble whatever ... not a single untoward incident.

Also, sez Bill ... and I quote ... "Constant floor supervision is a MUST, and my staff and I never left the theatre except for a meal 'break' ..."

Bill concludes by saying that it was quite an experience, and he'd like more like it. So ... whatever you yourself may think of the guy with the sideburns and wiggle ... remember ... the kids in your town are carazy for him ... and a strange thing ... his adult trade was terrific ... seems the 'Older generation' turns out en masse just to see and hear the young 'uns carry on.

A swell selling job Wille boy ... but then we've kinda got used to that from you. Nice going.

Well,.. here we are nearing the end of another year. Christmas is practically on top of us ... and before we know it, that old gent '56 will be bowing out, and Young '57 will take over the reigns of office.

I hope that your Christmas will be a very, very happy one, and that the coming year will be good to you. I hope that all of your work and your efforts during the past year will bear fruit, and will be reflected in the measure of your success in the coming twelve months ... I hope that you and your loved ones will enjoy a maximum of happiness, good health and prosperity in the coming year, and every year to come. I hope that 1957 will see the realization of all of your hopes, and that all of your fondest dreams may come true.

I want to thank all of you who have supported our efforts on BALLYHOO during the past year. I hope that we at this end have helped in some measure to spur you on and to encourage your efforts ... and occasionally to reward those efforts. My sincere thanks also to the many who have taken time out to drop me a note now and again, to tell me that they enjoy BALLYHOO and want it continued. It is most gratifying to feel that one's efforts are appreciated.

I want to thank all those who make the job of editing BALLYHOO a pleasant one. My daughter Janet, who as assistant editor prepared the roughs for me to work from ... Hazel Mullin my secretary for her speed and efficiency in cutting the stencils from which the sheets are printed ... Louise Tarantino and Jill Hemmings who pitch in on the assembly line to make sure that the finished product gets out in time... and, last but by no means least, Fred Masters, without whose help and co-operation we wouldn't stand a chance of meeting our deadlines.

To all of you my sincere thanks ... and again, to every member of our Famous Players family, here at Head Office ... in our district offices ... at G.T.S., T.C.L., and in all of our theatres from coast to coast, A very, very Merry Christmas, and the best New Year you have ever had.

Dan Krendel